

Ad Specifications





The Following document outlines the typical ad specifications for the most commonly used ad formats across the SalesOnline network of Mobile websites.

For some websites the specifications may differ slightly but you will be informed of any variations by your account manager at the time of booking.

If you have any questions in relation to the ad specs please don't hesitate to contact our ad traffic department at traffic@salesonline.ie and we will get back to you as soon as possible.

Mobile Ad Formats

Format specifications

Size WxH	Animation	Max File Size (.gif/.jpeg/.png)	Sample Creative
300x75	Yes	7.5kb	
216x54	Yes	4.5kb	
168x42	Yes	3kb	
120x30	Yes	1.5kb	

NOTE: Alternative text (10 characters) must be specified in the event that the creative fails to serve. By default 'Click Here' will be used

Advertisement Policy

All formats will be reviewed by relevant website and are subject to approval before going live on the site. Advertisements cannot resemble website content.

Traffic Guidelines

Ad Format must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads must be supplied to Sales Online 3 working days prior to launch date. Please contact your Account Manager contact for additional information.